making the software program stop in operation during use of the software program when a sponsored advertisement is displayed on a display screen; and

resuming the software program only when the sponsored advertisement displayed on the screen is clicked on.

2. (Once Amended) An advertising method of claim 1, further comprising the step of downloading a software program, where an advertisement of an advertisement sponsor is included in at least a part thereof, from the Internet for free or at low cost.

3. (Once Amended) An advertising method of claim 2, wherein when a software program including an advertisement in at least a part thereof is used, as the advertisement of an advertisement sponsor links to a web site such as the home page of an advertisement sponsor, the web site is easily accessed by clicking on the web site address.

5. (Once Amended) An advertising method of claim 1, wherein a window through which at least one advertisement is displayed can exist as another open window on the display screen.